



AUGUST LANG  HUSAK

GSA Schedule Marketing, Media and Public Information Services

GSA Schedule Pricing List



CONTRACT NUMBER: GS-23F-0066K
Expires: December 20, 2019

CONTRACTOR'S REPRESENTATIVE:
William I. Lang

BUSINESS SIZE: Small Business

August, Lang & Husak, Inc.
4630 Montgomery Avenue suite 400
Bethesda, MD 20814
301.657.2772 • F: 301.657.9895
www.alhadv.com

August, Lang & Husak, Inc.

ADVERTISING, MARKETING & PUBLIC RELATIONS

FEDERAL SUPPLY SERVICE AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is:
<http://www.fss.gsa.gov>.

MARKETING, MEDIA AND PUBLIC INFORMATION

1. GENERAL SERVICES ADMINISTRATION

FCXA-S7-990001-N

MARKETING, MEDIA AND PUBLIC INFORMATION

FSC CLASS: 738 PART 1

CONTRACT NUMBER: GS-23F-0066K

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

CONTRACT PERIOD: 12/21/14 through 12/20/19

CONTRACTOR: August, Lang & Husak, Inc.
4630 Montgomery Ave, Suite 400
Bethesda, MD 20814
301/657-2772
f) 301/657-9895

CONTRACT ADMINISTRATION SOURCE: William I. Lang – Principal

BUSINESS SIZE: Small

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CUSTOMER INFORMATION:

- | | |
|--|------------------|
| 1a. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINS) | <u>Page(s)</u> |
| 541-5 Integrated Marketing Services | 5 |
| 541-4A Market Research and Analysis | 6 |
| 541-1 Advertising Services | 7 |
| 541-1000 Other Direct Costs | 8,9,10,11 |
- 1b. **Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.**
2. MAXIMUM ORDER: **\$ 1 million dollars**
3. MINIMUM ORDER: **\$ 100.00**
4. GEOGRAPHIC COVERAGE: **Worldwide**
5. POINT(s) OR PRODUCTION: **Bethesda, Maryland**
6. DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE:
Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.
7. QUANTITY DISCOUNTS: **None**
8. PROMPT PAYMENT TERMS: **None**
- 9a. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED BELOW THE MICROPURCHASE THRESHOLD: **Government cards are accepted.**
- 9b. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED OR NOT ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD: **Government cards accepted.**
10. FOREIGN ITEMS: **N/A**
- 11a. TIME OF DELIVERY: **Will adhere to the delivery schedule as specified by the agencies purchase order.**
- 11b. EXPEDITED DELIVERY: **Contact contractor for Items available for expedited delivery.**

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- 11c. OVERNIGHT AND 2-DAY DELIVERY: **Contact contractor for rates for overnight and 2-day delivery**
- 11d. URGENT REQUIREMENTS: **Contact contractor for faster delivery/rush requirements.**
12. F.O.B. POINT(S): **DESTINATION**
13. ORDERING ADDRESS: **August, Lang & Husak, Inc.
4630 Montgomery Ave, Suite 400
Bethesda, MD 20814**
14. PAYMENT ADDRESS: **August, Lang & Husak, Inc.
4630 Montgomery Ave, Suite 400
Bethesda, MD 20814**
15. WARRANTY PROVISION: **The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.**
16. EXPORT PACKING CHARGES: **N/A**
17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: **N/A**
18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR: **N/A**
19. TERMS AND CONDITIONS OF INSTALLATION: **N/A**
20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC: **N/A**
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: **N/A**
21. LIST OF SERVICE AND DISTRIBUTION POINTS: **N/A**
22. LIST OF PARTICIPATING DEALERS: **N/A**
23. PREVENTIVE MAINTENANCE: **N/A**
24. YEAR 2000 (Y2K) COMPLIANT: **YES**
25. ENVIRONMENTAL ATTRIBUTES: **N/A**

26. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER: **82-884-4720**

27. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR
REGISTRATION (CCR DATABASE): **Have registered in CCR database.**

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FSS SUPPLY SCHEDULE PRICE LIST MARKETING, MEDIA AND PUBLIC INFORMATION

541-5 INTEGRATED MARKETING SERVICES

<u>LABOR CATEGORY:</u>	<u>GSA RATE</u> (HOURLY)
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Creative Services:

Creative Direction	\$158.69
Art Direction/Concepting	\$135.26
Layout/Design	\$119.97
Copywriter	\$135.26
Mechanical	\$ 87.36
Production Supervision	\$104.83
Broadcast Prod. Supervision	\$112.73
Photo/Illustration Supervision	\$135.26
Traffic Management	\$ 82.99

Account Services:

Marketing Consultation/ Strategic Planning	\$158.69
Account Service	\$112.73
Assistant Account Executive	\$ 82.99

Media Services:

Media Director	\$135.26
Media Planner	\$131.03
Media Assistant	\$ 86.25

The above labor rates include fringe, overhead, G&A, administrative expenses, and fee. ALH has submitted their internal agency's hourly labor rates price list dated January 1, 2010 in support for their commercial rates. Therefore, future price increases will be based on the Economic Price Adjustment Clause (GSAR 5523-216-71).

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SIN 541-4 A MARKET RESEARCH AND ANALYSIS

<u>LABOR CATEGORY:</u>	<u>GSA RATE</u> (HOURLY)
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Account Services:

Marketing Consultation/ Strategic Planning	\$158.69
Account Service	\$112.73
Assistant Account Executive	\$ 82.99

Media Services:

Media Director	\$135.26
Media Planner	\$131.03
Media Assistant	\$ 86.25

The above labor rates include fringe, overhead, G&A, administrative expenses, and fee. ALH has submitted their internal agency's hourly labor rates price list dated January 1, 2010 in support for their commercial rates. Therefore, future price increases will be based on the Economic Price Adjustment Clause (GSAR 5523-216-71).

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SIN 541-1 ADVERTISING SERVICES

<u>LABOR CATEGORY</u>	<u>GSA RATE</u> (HOURLY)
<u>Creative Services:</u>	
Creative Direction	\$158.69
Art Direction/Concepting	\$135.26
Layout/Design	\$119.97
Copywriter	\$135.26
Mechanical	\$ 87.36
Production Supervision	\$104.83
Broadcast Prod. Supervision	\$112.73
Photo/Illustration Supervision	\$135.26
Traffic Management	\$ 82.99
<u>Account Services:</u>	
Marketing Consultation/ Strategic Planning	\$158.69
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Assistant Account Executive	\$ 82.99
<u>Media Services:</u>	
Media Director	\$135.26
Media Planner	\$131.03
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The above labor rates include fringe, overhead, G&A, administrative expenses, and fee. ALH has submitted their internal agency's hourly labor rates price list dated January 1, 2010 in support for their commercial rates. Therefore, future price increases will be based on the Economic Price Adjustment Clause (GSAR 5523-216-71).

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SIN 541-1000

OTHER DIRECT COSTS

ALH submitted the following invoices to support the Other Direct Costs for integrated marketing services.

PUBLIC RELATIONS:

Public Relations Services	\$ 56,411	
(not including travel)		
Total		\$ 56,411

DIRECT MAIL:

Premium	\$ 22,539	
Packaging	\$ 11,873	
Printing Labels	\$ 1,092	
Mailing Service	\$ 1,067	
(not postage)		
Total		\$ 36,821

COMMERCIAL ART:

Design	\$ 5,250	
Copy	\$ 5,000	
Total		\$ 10,250

EVENT PLANNING:

Invitations	\$ 7,573	
Premiums	\$ 6,435	
Mailing Service	\$ 200	
(not postage)		
Signage	\$ 2,764	
Total		\$ 16,972

WEB SITE:

Design	\$ 300	
Film Output	\$ 102	
Total		\$ 402

NEWSLETTER:

The Monitor Newsletter		
Nov//Dec 97		\$ 2,168.00

(SIN 541-1000 continued)

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BROCHURE:

Service Bureau Hand Time	\$ 12.50
8x10 CMYK PC Inscan	\$ 180.00
Freight	\$ <u>11.00</u>
Subtotal	\$ 203.50

“Compquest-Hero Brochure”	\$15,281.00
AA Corrections – Output New	
Film & Strip	\$ 790.00
Credit for Vintage White vs. Cream	\$ <u>368.00</u>
Subtotal	\$15,703.00

Color Photographs of a compass and
Map:

Photography Fee	\$ 1,200.00
Film Processing & Poloroids 4x5	\$ 325.00
Props	\$ 200.00
Art Supplies	\$ <u>25.00</u>
Subtotal	\$ 1,750.00

Grand Total: \$17,646.00

NEWSPAPER:

Film output 8.5x11 @ 1693 dpl	\$ 20.63
Dupe negative 10x12-2 burns	\$ 23.63
Camera Dept hand time (min.)	\$ 18.00
B&W Contact print 10x12	\$ <u>11.25</u>
Subtotal	\$ 73.51

Location Shooting Session	\$ 3,070.00
Black & White Rolls	\$ 180.00
Polaroid	\$ 42.00
B&W Prints	\$ <u>40.00</u>
Subtotal	\$ 3,332.00

Heliogramme Conversions	\$ 495.00
Final Film Assembly	\$ 125.00
Typography/Postscript Output/Place	
Images on Disk	\$ <u>60.00</u>
Subtotal	\$ 680.00

Grand Total \$4,086.00

(SIN 541-1000 continued)

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RADIO PRODUCTION:

Digital Recording	\$612.50	
Digital Archive	\$ 40.00	
Digital Mixdown Tape	\$ 17.50	
One To One Cassettes – 4 spots per	\$ 28.00	
DG Deliveries – Standard – 2 spots per	\$102.00	
Client Services	<u>\$ 55.46</u>	
Subtotal:	\$855.46	
Talent for 4 Radio Spots	\$1,744.96	
FICA	\$ 133.49	
Unemployment Comp.	\$ 106.44	
Payroll	\$ 174.50	
Union Pension & Welfare	\$ 220.74	
Central Casting	\$ 174.50	
Worker's Compensation	<u>\$ 54.44</u>	
Subtotal:	\$2,609.06	
Talent voiceover	\$1,162.00	
DG Deliveries	\$ 16.00	
Grand Total		\$4,642.00

TELEVISION:

Production Services on two :30 TV Spots	\$18,592.50	
On Location Comp Art – Storyboards	\$ 900.00	
Desktop Stripping	\$ 18.75	
Trapping	\$ 25.00	
11x17 Iris Proof	\$ 70.00	
12x18 Digital Output	\$ 96.00	
12x18 Proffing 4-Color	<u>\$ 130.00</u>	
Subtotal	\$ 349.00	
Music Tracks for Discovery Channel Publishing	\$ 9,000.00	
Grand Total		\$47,434.00

(SIN 541-1000 continued)

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PUBLIC SERVICE ANNOUNCEMENTS:

Music	\$ 14,163.00	
Producer	\$ 17,000.00	
Talent	\$ 14,052.00	
Production Studio	\$258,036.00	
Grand Total		\$303,251.00

FOCUS GROUPS:

Research	\$18,500.00
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IDI'S:

Research	\$38,867.00
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QUANTITATIVE SURVEYS:

Market Research	\$28,800.00
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Awarded non-labor hour costs are comprised of the components as described above and are directly applicable to the service as described. Agency orders for services described may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, it may use Clause 552.238-76, Price Reduction, to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded non-labor hour costs as specified above without a modification to this contract.